

$$\begin{array}{r}
 4175 \\
 \underline{12} \text{ new test market less cannibals / wk} \\
 4187 \\
 \underline{13} \\
 4200 \\
 + \text{growth} \quad 614 \\
 \quad 184 \quad 30\% \text{ month 1} \\
 \hline
 430 \\
 \underline{1.6} \text{ less 60\% cannibals} \\
 258 \\
 \hline
 430 \\
 - 258 \\
 \hline
 172 \\
 \div 13 \\
 \hline
 13 / \text{wk}
 \end{array}$$

	test brands	super slims	Total
A	4175 + 6		4181
S	4177 + 6		4183
O	4179 + 6	+ 13	4198
N	4181 + 7	+ 13	4201
D	4183 + 7	+ 13	4203

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